

your
SRI



Socially Responsible Investment

The Next Generation of ESG Data Services



Online Advertising & Promotion |
Overview

as of July 2016

yourSRI.com

About

yourSRI is the leading database and research engine for responsible investment products and services and forms part of CSSP - the Center for Social and Sustainable Products AG.

The database is a “one stop-solution” for financial and extra-financial information and provides a broad range of ESG data services and ESG solutions to meet clients’ diversified and ever-growing needs in this field.

Content

yourSRI’s integrated approach offers a wide range of search, comparison, assessments and screening functions. The database provides financial data in combination with specific ESG information.

The database provides global coverage for several thousand companies, investment products and research documents as well as a broad variety of reports and surveys.

Target Audience

yourSRI services the entire investment value chain including asset and wealth managers, fund managers, investors, rating agencies, advisors, academics, corporates and NGOs.

yourSRI partners with a network of global alliances to promote and raise awareness concerning the latest trends and issues in SRI, ESG and sustainable investing.

Newsletter

Once a month, yourSRI distributes its newsletter to over 5’000 subscribers. The newsletter consists of four main sections: (1) yourSRI news (2) hot topic (professional article) (3) Company News (4) Upcoming Industry & Member Events

Specifications & Options

Banner

Two forms of banners in various sizes are available, one vertical (skyscraper) and one horizontal form (full-banner); the skyscrapers are available on the front portal as well as all subsites of the database (even in the search / product listing section) and be accessed respectively booked separately. Rotating placement with max. 5-10 other ads, contents of banners („theme of ad“) can be changed within a working day, max. 4 changes within a month per ad or booking.

Advertorial

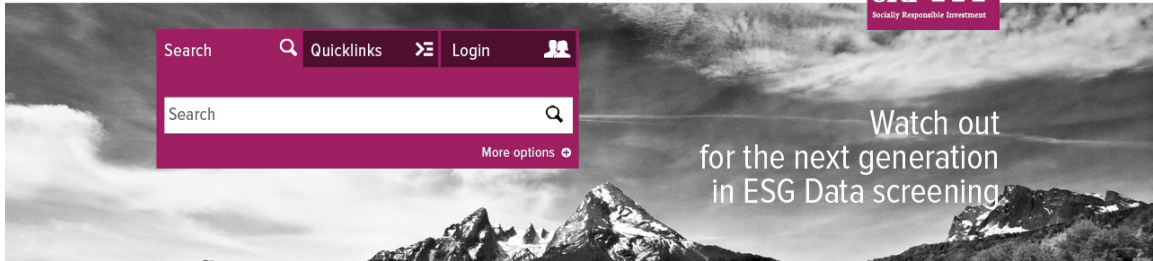
Article: Professional article, 2-6 A4-pages text including max. 9 pictures and 9 textlinks. It needs to be a professional article in relation to responsible investing & ESG, etc. but is quite flexibel in which form, e.g. article, interview, best practice case-study, etc. Positioned on the front page for a minimum of 2 months. All relevant material needs to be delivered at least 5 business days before publishment date.

Newsletter: Two options available: **(1)** Hot Topic in the Newsletter, professional article, 2-3 A4-pages text including pictures, introduction & link to document in newsletter or **(2)** Text display/ad as a textbox section in newsletter, max. 350 characters; small banner/graphic can be included too. Distributed to over 3'500 subscribers. All relevant material needs to be delivered at least 5 business days before publishment date.

Videos: This option involves multi-media content which will be organized, directed and recorded by yourSRI and published on the website. The content must have a relation to responsible investing & ESG and can involve various formats.

Sponsors

Lead & Premium Sponsors of yourSRI get additional branding respectively logo visibility and awareness with a dedicated sponsor banner on the front portal. In addition to other benefits, this also involves a company presentation on the sponsor & partner subsection of the webiste.



Search Quicklinks Login

Search

More options



Banner Skyscraper 120x600



Advertorial - Article



Banner Skyscraper 120x600

Sponsors - Lead & Premium 960x90



Advertorial - Video

Advertorial - Video



Advertorial - Newsletter

Banner Leaderboard 960x90



Legend:

- Content yourSRI
- Banner Space (various sizes)

- Logo Space - Lead & Premium Sponsors
- Advertorial (Article, Video or Newsletter)

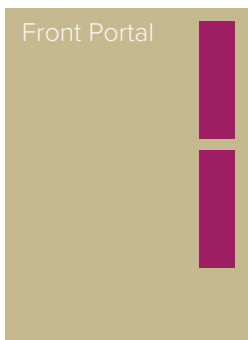
 **introductory offers available**

Ratecard - Online Advertising

Skyscraper - Front

dimensions	120x600 px
max. size	max. 30kb
format	GIF, JPEG, Rich-Media
placement	Site specific
price per week	€ 350 / € 250

Rotating placement with max. 5-10 other ads; other advertisement types available too (dimensions & fixed placement)



Skyscraper - Subsection

dimensions	120x120 px
max. size	max. 30kb
format	GIF, JPEG, Rich-Media
placement	Run of Site
price per week	€ 225 / € 150

Rotating placement with other ads; this section includes subsites as well as the search & product listing section



Fullbanner

dimensions	400x120 px
max. size	max. 30kb
format	GIF, JPEG, Rich-Media
placement	Site specific
price per week	€ 300

Rotating placement with max. 5-10 other ads; other advertisement types available too (dimensions & fixed placement)



Corporate packages as well as discounts for multi-periods are available.

Non-standard advertisement types like overlays, pop-up or sponsored microsities are also possible. For further opportunities please contact the yourSRI-sales-team. The rates do not include VAT (in case due); client may cancel the advertisement provided that notice in writing is received by yourSRI 30 days prior to publication.

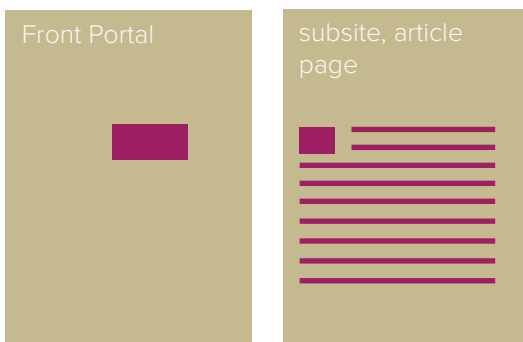
 **introductory offers available**

Ratecard - Online Advertorial

Article

dimensions	2-6 A4 pages
placement	teaser + article
duration	min. 2 months
format	flexible
price	€ 4'800

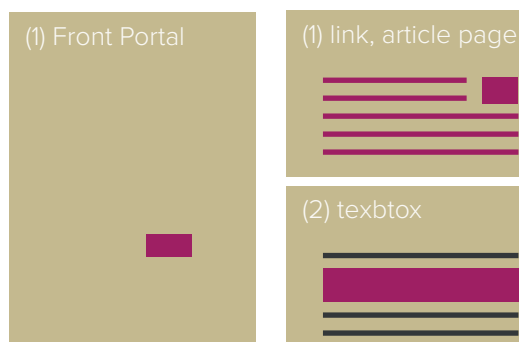
includes placement/teaser on front portal with link to dedicated subsite of the article on yourSRI



Newsletter - 2 options

dimensions 1	2-3 A4 pages
dimensions 2	ca. 650x200 px
placement	website / newsletter
duration	1-2 month
price	€ 3'600 / € 1'500

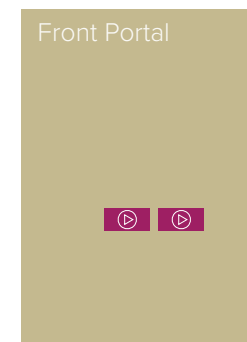
option 1 (Hot Topic) includes a teaser on front portal and link to article; option 2 is a (customizable) textbox in the newsletter



Videos

dimensions	10-20 min
placement	portal + video subsite
duration	1-2 month + 1 year
format	multi media
price	€ 3'000

hosting fee per year per video (excluding initial year) is applicable; video is integrated on front portal + link to video subsite



Corporate packages as well as discounts for multi-periods are available.

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ESG Data Services



yourSRI.com

Contact Details:

email: info@yoursri.com

Tel: +423 235 03 92

Office:

c/o Center for Social and
Sustainable Products AG

Herrengasse 11

9490 Vaduz

Liechtenstein